

Making a REC Sale in a Time of Rising Energy Costs

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Community Energy, Inc.
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Community Energy

Our mission is to ignite the market and supply the demand for fuel free electricity.

- Experienced developer, marketer, and supplier of clean energy.
- Provide residential, small business, and commercial customers clean, renewable energy options.
- Customers include Fortune 500 companies, 100,000 residential customers, over 50 colleges & universities, government agencies and some of the largest green power purchases in the nation.
- Link clean energy markets to the development of new wind power projects.
- Over 2,000 MW under development in 15 states.
- In May 2006, became an IBERDROLA company. Based in Madrid, Spain, IBERDROLA is the world's largest renewable energy company.

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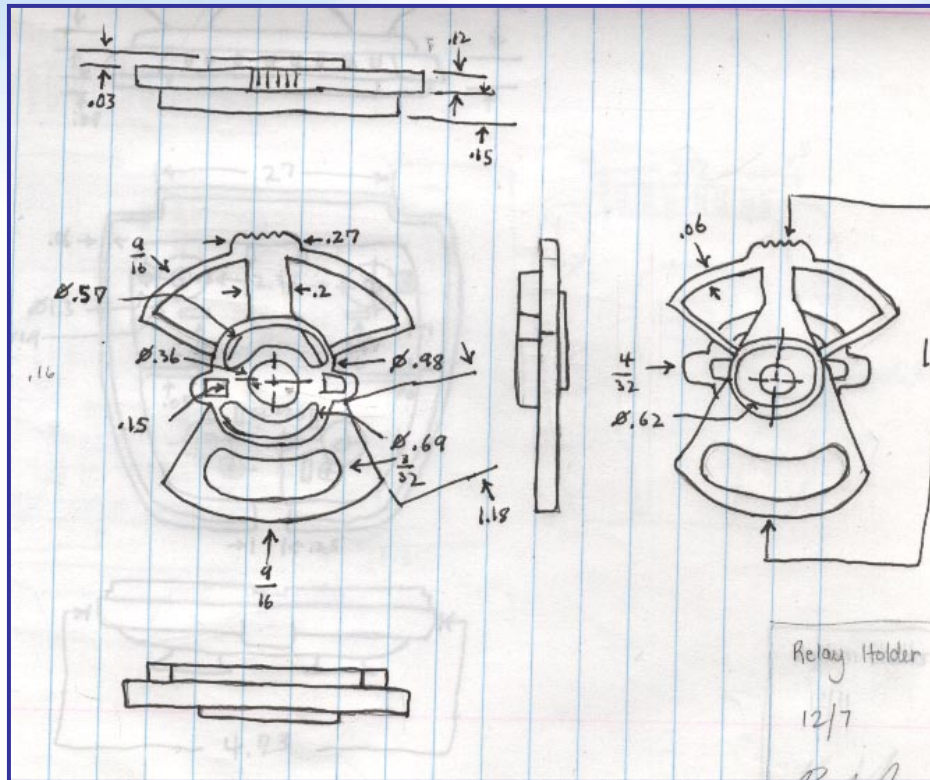
- In May 2006, became an IBERDROLA company. Based in Madrid, Spain, IBERDROLA is the world's largest renewable energy company.
- Ranked 10th worldwide, among the greenest companies of the decade by *Business Week*
- Member of the Climate Leadership Index 2005 (Carbon Disclosure Project)
- An industry leader among the Dow Jones Sustainability World Index
- >4,000 MW of wind energy
>27,000 MW total

The Challenge

“I don’t care if I pump toxic sludge directly into the atmosphere if I can save 1/1000 of a penny on my kWh.”

The sale starts when the customer says “No”.

Listen to the Customer



- On-site wind turbines
- Less expensive power
- Technology R&D
- New inventions

Not what we do...so be clear about the products and services that you offer the customer

Not all Customers are Created Equal

- Approach must be apolitical
- Global warming not always acceptable
- Never assume

Consultative approach: What do you want out of renewable energy?



Flexibility



- **Make it easy; figure out their goals**
- **Romance your customer; impress them**
- **The customer will surprise you; a “high-five” moment**
- ***You’ll never guess where I had to give a presentation one time...***

Patience

- Levels of bureaucracy
- Find your champion
- Budgeting timeline
- The Northern Ireland rule



Earn your Honorary Doctorate

- **Persistence – keep your hands on the wheel**
- **Don't settle for a nice friendship; work towards an amazing bond**
- **Multiple stakeholder audiences**
- ***One small Pennsylvania college requested, and received, about a dozen CEI visits.***



Cultivate Urgency

Events

Wind farms



Awards

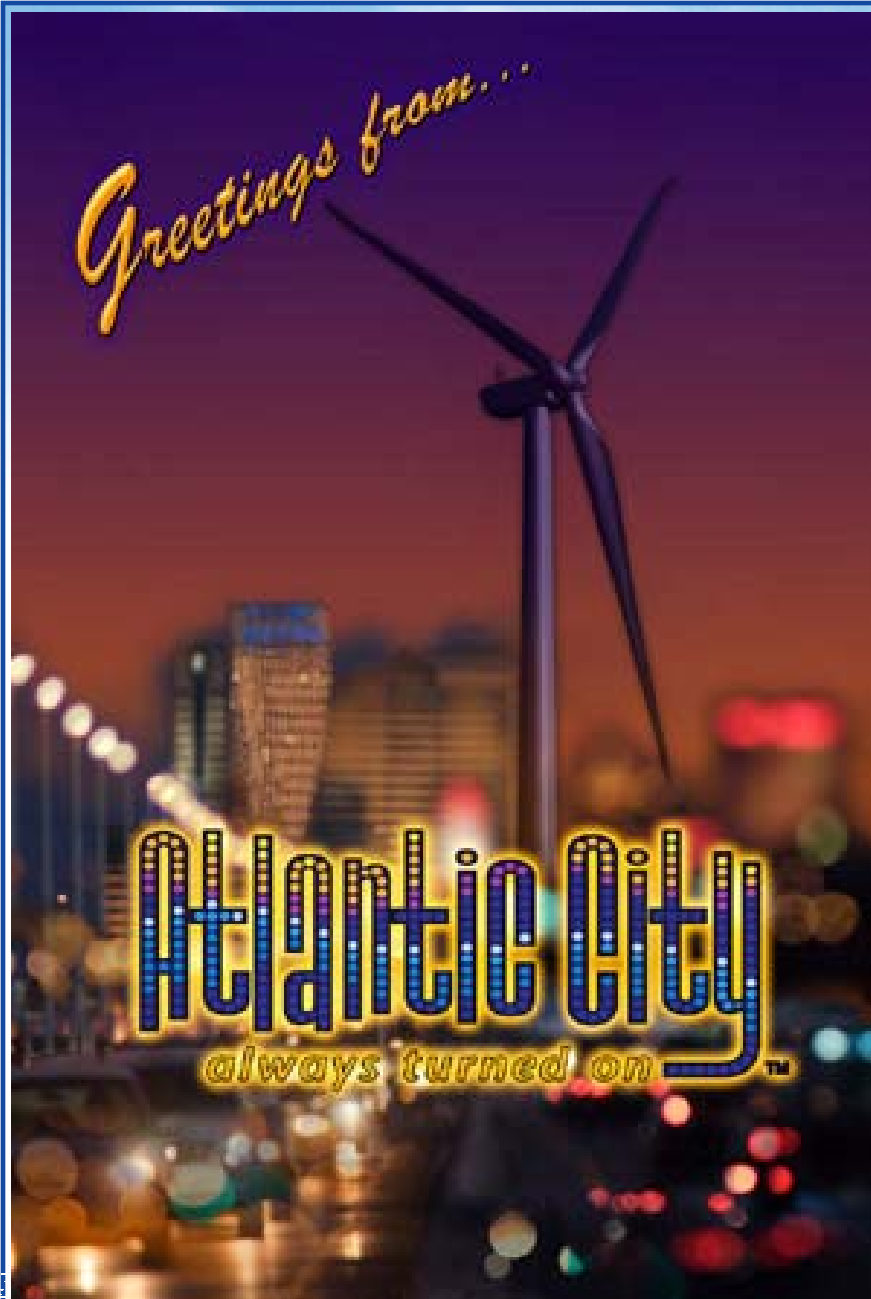
An Inconvenient Truth



The Challenge



- Listen
- Ask Questions
- Flexibility
- Patience
- Persistence
- Cultivate Urgency



Passion & Expertise

Wind energy is sexy

Easy to understand

Customers want link to new development and new sources of energy

Believe in your products

CEI markets and develops wind

**Donna Connor
Photography**

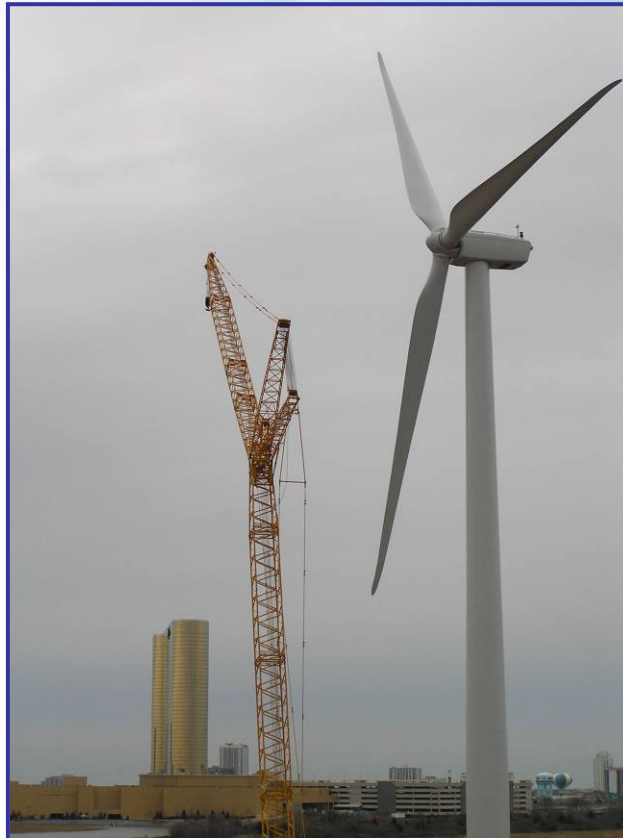


The Wind Turbine Dance

Have fun



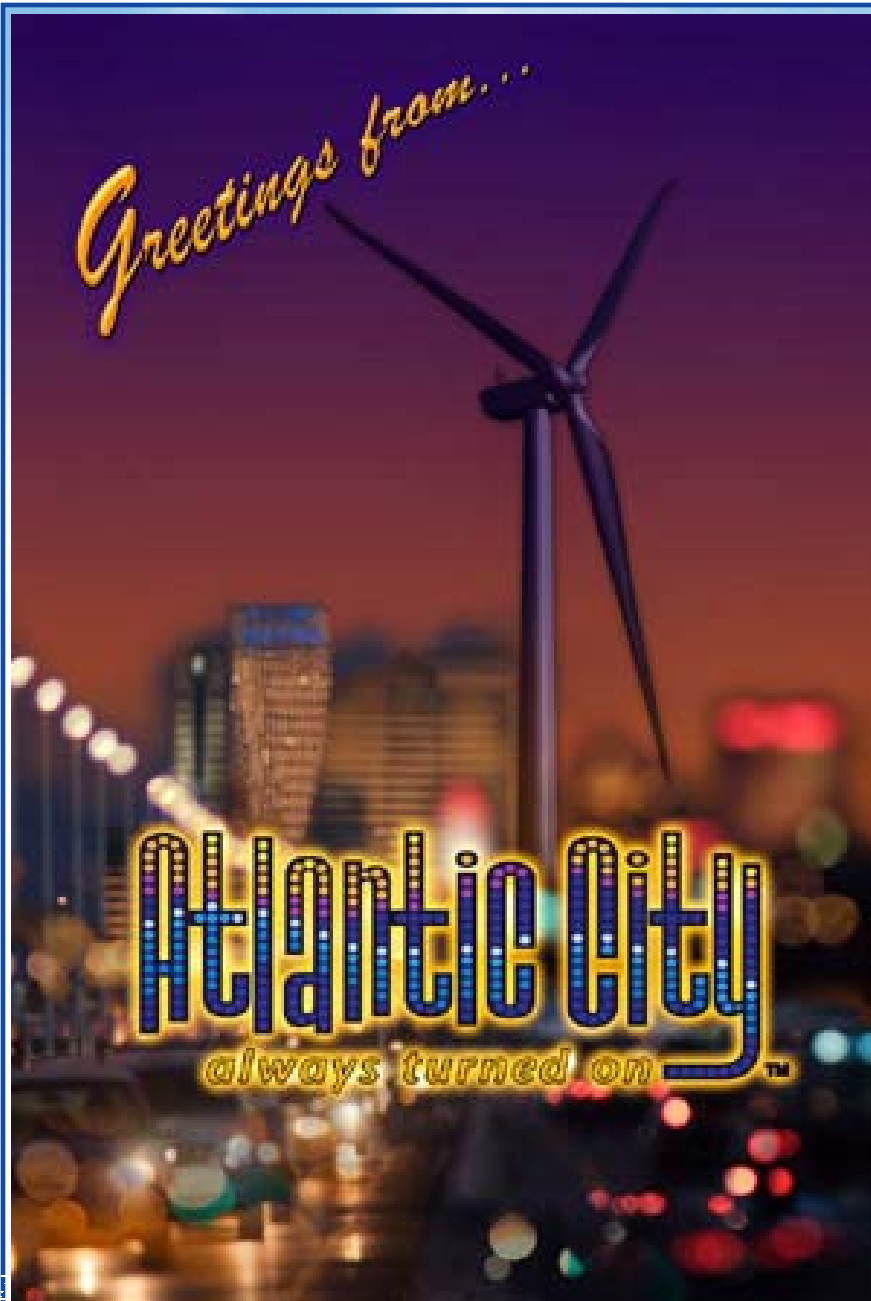
Ignite the Market...and Supply the Demand



Jersey-Atlantic Wind Farm



Photo courtesy of M.A. Mortenson Company



Thank You

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Photography



- Hooters logo: http://www.channelsidetampa.com/IMAGES/Hooters_logo.jpg
- Engineering sketch:
http://www.bergen.org/AAST/Projects/Engineering_Graphics/2002/joystick/sketch%5Crelayholder.jpg
- Women spinning plates: http://pic.templetons.com/brad/photo/china/shows/img_6646.jpg
- College professors:
[http://domino.lancs.ac.uk/info/lunews.nsf/BAC7B2BAED20934A80257049004D423C/\\$File/Lloyd.reduced3cropped.jpg](http://domino.lancs.ac.uk/info/lunews.nsf/BAC7B2BAED20934A80257049004D423C/$File/Lloyd.reduced3cropped.jpg)
- Rain images: <http://www.sito.org/id/las/intherain.gif>
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